



SNAP Market Match in Farmers Markets

PART OF WASHINGTON STATE'S FRUIT AND VEGETABLE INCENTIVES PROGRAM

Since 2015, the Washington State Department of Health and dozens of partners have implemented Fruit and Vegetable Incentive programs at farmers markets and grocery stores to make healthy food more affordable for low-income families in Washington. With funding from Washington State, the U.S. Department of Agriculture, and local and private entities, the Fruit and Vegetable Incentives Program helps Washington families on limited budgets afford more fruits and vegetables.

At more than 111 participating farmers markets and farm stands, customers who use Supplemental Nutrition Assistance Program (SNAP) benefits can double their SNAP benefits to buy more fruits and vegetables.



Photo credit: Sarah Schu, Marketing & Development Manager at Neighborhood Farmers Markets

“We have a lot of new customers each year finding the market because of our outreach about the food access programs.” –Farmer

“I love being able to maximize my EBT while being a part of supporting local farmers.” –Shopper

“They help to provide fresh fruits and veggies to my five-year-old son . . . I go to school and work part time, so to have the added help is crucial.” –Shopper



\$5,071,922
to local farmers in combined
SNAP and incentive sales
from 2015–2020



shopper visits to participating
farmers markets and farm
stands from 2015–2020

For more information, contact SNAPMarketMatch@doh.wa.gov or visit doh.wa.gov/SNAPMarketMatch.



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